

# Board of Directors Meeting Minutes

## Chamber's Boardroom

### June 21, 2016 ~ 9:30 a.m.

**Attendees:** Radha Herring, Jim Creel, Jr., Wayne Morris, Tony Cox, Carla Schuessler, Charlie Bradshaw, Chris Shroff, Steve Mays, Andy Milovich, Patrick Norton, Helen Benso, Kenny Generette, Hugh Huggins, Alex Husner, Bryan Lewis, Julie Kopnick, John Sawyer, Todd Setzer

**Guests:** Alicia Thompson, Amanda Bailey

**Staff:** Brad Dean, Kathy Richardson, Susan Phillips, Cindy Gettig, Diana Greene, Jim Wright, Seth Holek

#### **Call to Order / Approval of Minutes / Public Input / Presentations-Awards**

Radha Herring called the meeting to order. The May 17, 2016 meeting minutes were then approved.

Alicia Thompson and Amanda Bailey spoke on the formation of Execuvison, which focuses on connecting Grand Strand leaders to facilitate collaboration with each other, governmental and educational institutions, as and community partners.

Cindy Ott presented the Q1 2016 Stellar Performance Award to Kema Faulk.

#### **Division Summary Reports**

Jim Wright reported for the Finance Review Committee giving a brief overview of the Statement of Financial Activity and Statement of Financial Position.

Todd Setzer reported there are 33 new member prospects. He asked the board to review the 33 prospects as presented. After board review, Chris Shroff made a motion approve those 33 proposed new members. Tony Cox seconded the motion and was then approved by all board members present. Todd the provided an update on membership renewals stating their currently pacing with 2015. He also reported that Faye Creel has been visiting with members along the South Strand and updating them on the South Strand office closure and airport expansion efforts.

Diana Greene presented results of the 2016 Membership Survey.

Diana provided an update on the Airport expansion project, discussed TSA challenges at MYR and the chamber's efforts to ease visitors' frustrations while in TSA lines.

Susan Phillips reported for the Marketing Council stating the summer TV campaign will run May 30<sup>th</sup> – June 26<sup>th</sup> in more than 60 markets, and is fully integrated with digital to impact summer business. She also stated VisitMyrtleBeach.com uniques are up 9% YTD; however, lodging referrals are off 12%. She reported 1.5 million unique visits and over 811,000 referrals were generated in May. PR media value for May was our biggest month ever at \$32.2 million, with 705 million impressions. Lastly, she reported we're currently well on track to meet our 2016 PR goal of \$160 million.

Charlie Bradshaw reported for the CVB Group Sales Committee stating the committee has not met since the last board meeting, but all metrics are currently reporting ahead of 2016 goals.

Tony Cox reported for the Legislative Policy Council stating the council has not met since the last board meeting but is scheduled to meet on July 14<sup>th</sup>.

**CEO Report – Brad Dean**

- Reported that the TDF law was successfully altered by the SC Legislature after overriding Governor Haley’s veto by a wide margin allowing it to be extended indefinitely
- Provided an update on Legislature’s infrastructure/roads funding plan stating that Horry County is once again a ‘donor county’
- Provided an update on the FEMA Flood Map issue stating FEMA agreed to provide additional time for the county to prepare their report against FEMA’s findings
- Provided an update on additional discussions with JetBlue.

**Chair Report – Radha Herring**

- None given

**Past Chair Report – Jim Creel, Jr.**

- None given

**Directors Comments**

- Alex Husner discussed Condo World experiencing a high volume of calls associated with the water quality issue and asked for an update on efforts to counteract the impact this is having on tourism businesses.

*A motion was made to adjourn the meeting.*

/kr